

## CASE STUDY

# IDENTIFYING THE EMERGING MARKERS OF CONSUMER DEMAND & INNOVATION OPPORTUNITIES

### THE CHALLENGE

Recognizing that major global shifts in consumer values, needs, and lifestyles are upending the food & beverage landscape, one of the world's largest global CPG companies sought to update its global strategic vision and chart paths for growth for nine of its key business units. The project sought to identify emerging trends across nine different regions that would point to opportunities for innovation and shape the future of their brands over the next decade.

---

### THE SOLUTION

We completely overhauled the company's existing trends framework to account for the macro forces shaping global markets and to reflect a more nuanced, demand-driven understanding of the evolving consumer landscape. Our multi-modal approach included a STEEP analysis, interviews with client stakeholders across business units and geographies, engagement with in-country cultural and category experts, and trend-hunting of cultural and marketplace expressions (including novel product formats, emerging benefits, and innovative communications and services) across nine regions of interest.

---

### THE IMPACT

Our custom framework identified global macro forces which linked to several strategic pillars that could serve as enduring touchpoints for future trend identification and innovation. Within that scaffolding, we then developed a taxonomy of 35 cutting-edge, early trends that represented potential opportunities for innovation. To help make the findings more actionable, we provided high-level implications and thought-starters for innovation tailored to each of the business units. Finally, we led a two-day work session designed for each business unit to prioritize which trends to pursue and which to actively monitor, and to identify relevant capabilities and gaps in their innovation pipelines. This strategic overhaul empowered the company with a new framework that specific business units could tailor for category-specific innovation, which we led in subsequent engagements with the company.